



HOWARD COUNTY TOURISM COUNCIL
FY2006 BOARD OF DIRECTORS

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Del Karfonta, The Columbia Bank
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The Honorable Gail Bates, Maryland House of Delegates

BOARD

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Liaison Members

* Past President
** Continuing President



Howard County Tourism is a membership based, non-profit organization that, in addition to membership dues and guided tours, is funded by generous grants from Howard County Government & The Maryland Office of Tourism Development. The tourism industry in Howard County is a revenue powerhouse bringing in almost \$15.1 million in tax revenue annually!

During Fiscal Year 2006, Howard County Tourism was eligible for a Howard County Government Grant under the guidelines established by Howard County Government. Howard County Government awarded funding in the amount of \$272,440.00 to Howard County Tourism for use specifically in the promotion of our county's attractions and amenities.

Also During Fiscal Year 2006, Howard County Tourism was eligible for a County Cooperative Marketing Grant under the guidelines established by the Maryland Tourism Development Board (MTDB.) The MTDB awarded funding in the amount of \$41,486.00 to Howard County, for use specifically in the marketing of our county through advertising placements and industry tradeshow promotions.

Howard County Tourism's mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people. Howard County Tourism, always appreciative of the generous grant funding we receive from Howard County Government and the Maryland Office of Tourism Development, hopes that we again receive additional funding. Howard County Tourism is fiscally conservative and always a good steward of public funds.

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Howard County Tourism FY2006

TOP 10 "WOWs!"

1. Mo' Money. The Howard County Tourism Team, and its Board of Director, together with its Promotional Partners, successfully worked with Howard County Executive Jim Robey and the Howard County Council to receive



a significant increase in its county grant funding for FY2007. We orchestrated a letter writing, telephone and e-mail campaign, welcomed a large turnout for our budget testimony, and encouraged Partners' one-on-one contact with Howard County's elected officials on Tourism's behalf. Similarly, we worked with the Maryland Office of Tourism Development in its successful "Seven in Seven" campaign to receive a 50% increase in our marketing grant. This effort included the entire Tourism Team and its Board of Directors traveling via the Eyre Executive Coach to Annapolis for a legislative function to meet State Delegates one-on-one and let them know that for every tax dollar spent on tourism, there is a \$21.00 return on investment. With our increased county funding we immediately grew our Tourism Team by adding two sales managers to transition our organization to a true conference and visitors bureau. With our increased state funding we will be able to participate in more tradeshow and cooperative advertising opportunities to better market Howard County as a destination of choice for business and leisure travel.

(Right to Left)

Erin Van Bavel, Group Sales & Marketing Manager
Lexi Levy, Sales & Partnership Development Manager
Edward Lilley, Visitor Center & Group Tour Manager
Amanda Hof, Special Events & Project Manager
Rachelina Bonacci, Executive Director

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2. Blossoms of Hope: The Howard County Cherry Tree Project GROWS. The ultimate goal is 1,000 cherry trees blossoming simultaneously each April – to beautify and beckon people to Howard County's many attractions. The beauty of the "Blossoms of Hope" campaign, however, goes far beyond the trees' annual display of color. The project is also about the hope of individuals and families within the community who are coping with cancer. In FY2006 the project GREW with its Public & Corporate Land plantings and partnership with the State Highway Administration. To date the project has raised over \$25,000 for the Claudia Mayer Cancer Resource & Image Center. THINK PINK became a wellness message by partnering with the Howard County Health Department to offer complimentary breast health screenings whilst the trees blossomed. Participation in the Parade of the National Cherry Blossom Festival was a media coup.

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Howard County Tourism FY2006 WOWs



3 Merriweather Post Pavilion wraps up another sensational season full of diverse and exciting entertainment. Together with Morris Visitor Publications, the 2006 Quick Guide / official concert program listed the venues history and schedule and provided invaluable information about fun in Howard County.



Money

4. Money magazine names Columbia / Ellicott City #4 in America's Best Places to Live 2006. Howard County Tourism and the Howard County Government's Public Information Team worked with the managing editor of *Money* magazine to pitch Howard County's excellence in quality of life with our top schools, parks, libraries & attractions.



5. Hosting Historic National Road 200th Anniversary. Officials from the Maryland Department of Business and Economic Development, the Maryland Department of Planning and MDOT - unveils 66 Wayside Markers and "The Road that Built the Nation" Map Guide at a ceremony in Ellicott City.



6. The partnership between the Howard County Department of Recreation and Parks and the Baltimore & Ohio Railroad Museum opened the National Historic Landmark to thousands of people. With regular hours of operation Wednesday – Sunday 11AM-4PM, the Ellicott City station is now managed by museum pros.

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Howard County Tourism FY2006 WOWs



7. Successful annual fundraiser – A Moonlight Garden Soiree --your very own garden of earthly delights designed to please both the eye and palate-- at beautiful Belmont Conference Center was an unforgettable evening in an unforgettable setting. Kudos to Amanda Hof for exceeding our fundraising goal!



8. Sponsorship doubled for Explore Howard County's WJLA-ABC 7 television campaign which highlighted the many wonderful attributes of Howard County --our beautiful countryside, wonderful venues and cultural events-- by including a new video vignette about the Blossoms of Hope initiative.




9. Get an Afterlife! If you are one of the 6,000 survivors of Howard County Tourism's "Ye Haunted History of Olde Ellicott City" Ghost Tours, you'll know that charming Ellicott City, is perhaps the most actively haunted town in America! "Ghost Walks in Historic Savage Mill" joins the afterlife of the party each fall to welcome another 1,000 brave souls!




10. National Trust for Historic Preservation's Hurricane Recovery Fund receives 100% of proceeds raised at Mardi Gras Magnifique. Revelers wore festive masquerade attire, enjoyed fine New Orleans cuisine by Tersiguel's and even boarded the Ellicott City "streetcar" to throw beads!

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<div style="text-align: center;">  WELCOME </div>			
Ordinary Income/Expense			
Income			
	Revenue		
	Grants-Howard County	272,440.00	
	Grants-State of Maryland	36,170.35	
	Promotional Partnership-renewal	83,520.01	
	Promotional Partnership-new	200.00	
	Corporate Sponsor.-Explore HC		
	Tours	22,387.50	
	Annual Fundraiser	36,158.50	
	Blossoms of Hope	10,000.00	
	Other	4,425.00	
	Total Revenue	465,301.36	
	Sales		
	Books	2,010.30	
	Other Materials	1,314.65	
	Total Sales	3,324.95	
	Total Income	468,626.31	
	Cost of Goods Sold		
	Cost of Goods Sold	3,089.47	
	Blossoms of Hope Expenses	6,989.64	
	Reimbursable Expenses	74.89	
	Total COGS	10,154.00	
	Gross Profit	458,472.31	
	Expense		
	Salaries & Wages		
	Salaries	128,199.74	
	Hourly wages	12,539.51	
	Overtime wages	0.00	
	Total Salaries & Wages	140,739.25	
	Payroll Tax Expense		
	FICA & Medicare	9,958.85	
	Federal Unemployment	207.32	
	Maryland Unemployment	2,094.36	
	Total Payroll Tax Expense	12,260.53	
	Advertising & Marketing		
	Media Placement & Design	206,438.49	
	Trade Shows & Conferences	7,976.21	
	Brochures & Publications	3,966.85	
	Explore Howard County		
	Other	7,350.79	
	Total Advertising & Marketing	225,732.34	
	Auto Expense	2,709.61	
	Bank Service Charges	22.80	

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Computer Expense	13,958.02
Credit Card Fees	942.49
Depreciation & Amortization	3,540.00
Donations	427.00
Dues & Subscriptions	1,695.00
Education	471.35
Employee Benefits	238.00
Equipment Rental	3,733.92
Gifts	179.76
Insurance Expense	
Health Insurance	13,398.12
Business Insurance	1,168.00
Worker's Compensation	
Total Insurance Expense	14,566.12
Interest Expense	3.30
Legal & Accounting	8,781.25
Licenses & Taxes	223.24
Meetings & Seminars	8,495.69
Office Expense	5,796.37
Postage & Freight	9,353.01
Rent Expense	6,215.00
Repairs & Maintenance	
Telephone Expense	
Business & Long Distance	1,402.34
Cell Phones	0.00
Total Telephone Expense	1,402.34
Travel & Entertainment	
Lodging	460.15
Meals	1,462.08
Travel	1,631.24
Total Travel & Entertainment	3,553.47
Sub-Contract Expenses	
Tour Guides	5,042.41
Other	4,006.50
Total Sub-Contract Expenses	9,048.91
Total Expense	474,088.77
Net Ordinary Income	15,616.46
Other Income/Expense	
Other Income	
Rental Income	891.00
Interest Income	386.84
Total Other Income	1,277.84
Net Other Income	1,277.84
	14,338.62

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HOWARD COUNTY MARYLAND

WELCOME



© Kenneth Lourde Jr.

HOWARD COUNTY
nestled between Baltimore & Washington, D.C.

- Wonderful Waterfalls, Wildflowers & Wildlife
- Miles & Miles of Scenic Hiking & Biking Trails
- Delightful Historic Districts & Magnificent Mansions
- Fabulous Antiquing & Power Shopping
- Challenging Golf & Relaxing Day Spas
- Pick-Your-Own-Produce & Acres of Working Farms
- Outdoor Shakespeare, Film, Music & Art Festivals
- Yummy Bistros, Cool Microbreweries & Wine Bars

Howard County has
SO MUCH! SO CLOSE!



www.VisitHowardCounty.com
 1.800.288.TRIP

A sample of
EVENTS

OWL PROMCLS
 Join naturalists for a night hike and listen for local owls

FALL MIGRATION WALKS
 Morning hikes for bird observation of hawks, swallows and warblers

BLUE BIRD WORKSHOPS
 Installation and monitoring nest boxes then recording data

WILDFLOWER & BUTTERFLY HIKES
 Guided hike to botanical wonders of the area

HAWK TALKS AND FALCONRY DEMO
 Learn about incredible birds of prey and the 4,000 year-old art of falconry

Sample Print Advertisement (1/4 page, 4-color) used in the Spring and Fall *Audubon* magazine "Birds of Maryland" travel section —a Maryland Office of Tourism co-op.

This co-op advertisement resulted in 1,630 inquires for Howard County Tourism information in the months of March & April. With a discounted purchase price of \$3,000, the cost per lead was \$1.84.



ADVERTISING

The print and electronic media campaign for FY 2006 included forty-eight (48) print publications and two (2) television campaigns. Many of these ads were made possible by the Maryland Tourism Development Board (MTDB) grant program. The Co-Op advertising opportunities recommended by MOTD were especially valuable. For example, the Meredith Group publications (*Better Homes & Gardens*) provided the greatest returns in terms of inquiries and expense per lead. The media campaign highlighted Howard County's unique attractions and businesses to the specific audiences of specific publications. Examples of this targeting is Howard County's use of *AAA World*, which allowed us to highlight our signature events and sporting events to an audience of driving aficionados. New this year, was an *Audubon* magazine print advertisement to market the outdoors for nature viewing. The *Explore Howard County* broadcast campaign on Washington D.C.'s WJLA-ABC 7 aired exciting new video segments that highlighted the many wonderful attributes of Howard County.

TRADESHOWS

HSMAI Affordable Meetings (Washington, DC & Chicago, IL) is a unique, FREE trade show and conference for cost-conscious meeting planners, which takes place annually in three locations across the country. Howard County Tourism Council co-oped this tradeshow with Belmont Conference Center and shared space with the Maryland Office of Tourism.

Quest (Boston, MA) -- Howard County Tourism met hundreds of meeting planners and hospitality professionals at the 9th Annual Meetings Quest Boston tradeshow. Howard County Tourism Council shared space with the Maryland Office of Tourism.

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HOWARD COUNTY TOURISM FAST FACTS

Tourism generated \$460.5 million in total county expenditures from domestic visitors in 2004.

The tourism industry generated 4,900 direct jobs in 2004. This is 3.3% of total county employment. Without tourism, the County unemployment rate would have been 6.4% instead of 3.1%.

Tourism generated \$15.1 million in County tax receipts in 2004. This is 2.6% of total county tax revenue.

PARTNER WITH HOWARD COUNTY TOURISM TODAY!

Howard County Tourism works in collaboration with its partners to ensure that their information is placed directly in the hands of visitors, businesses, travelers, residents, and people relocating to Howard County. Benefits include:

Listing in Howard County Tourism Visitors' & Residents' Quick Guide / Official Merriweather program (a \$500 value)

Sales leads distribution for meeting groups

Familiarization tour participation (Meet tour operators, meeting planners and travel writers)

Listing and link on Tourism's web site (10,000 unique visits each month)

Visitor Information Center referral service and brochure display

Quarterly membership newsletter, bi-weekly e-news updates
Inclusion in press releases and other public relations efforts

Cooperative advertising and trade shows

Networking opportunities (e.g., Annual Fundraiser, Annual Meeting, Hotel Breakfast Club, Main Street Merchant Meeting, etc.)

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